



**Missouri Travel Barometer
December 2016 Report
(Data available as of 01/10/17)**

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

December Report Highlights

Lodging Statistics: 2016 Calendar Year to Date through November

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in Occupancy, Demand and RevPAR while other states are showing stronger growth in ADR.

Missouri Lodging:

Demand up 2.8% -- Occupancy up 3.1% -- ADR up 2.6% -- RevPAR up 5.8%

SIC Tourism business sales and tax collections: 2016 Calendar Year to Date through September

- For FY17, a 1.5% (\$49.7 million) sales revenue increase is indicated by preliminary reports on 17 SICs for July-Sept
- For CYTD16, a 3.3% (\$316.1 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-Sept
- September 2016 saw a 1.4% (\$15.7 million) sales revenue increase compared to September 2015

Website Visits: 2016 Calendar Year to Date through December

- Total web visits (main site and mobile visits) were up 1.7% for January-December 2016 compared to last year
- Desktop visits increased 15.2% while mobile visits declined 25.1% during December 2016 compared to 2015

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2016 Calendar Year to Date through December

- 155,047 responses for 2016 YTD – a decrease of 10.4%
- Base markets show the strongest growth – up 5.4% for 2016 over 2015 with Oklahoma City up 43%
- Priority markets were up 2.1% for 2016 over 2015 with Chicago up 8.0%

Welcome Center visits: 2016 Calendar Year to date through December

- For CYTD 2016 the centers are up 9.9% for January-December 2016 compared to the same period in 2015
- For the month of December alone, the centers were up 7.3% compared to December 2015

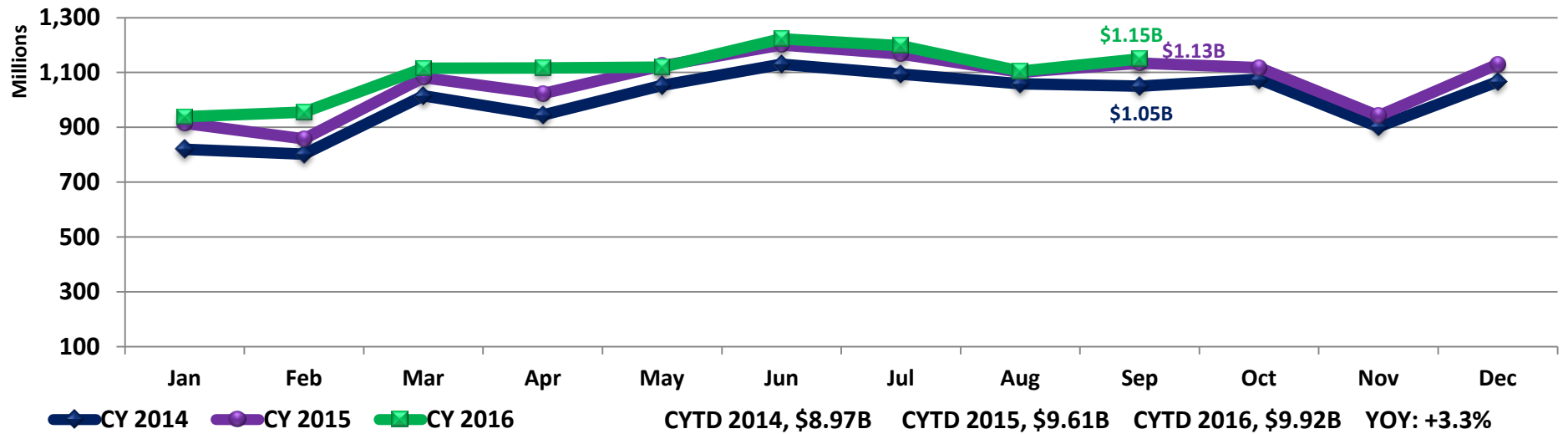
Commercial airport deplanements: 2016 Calendar Year to Date

- Kansas City up 5.3% for January-November 2016 compared to the same period in 2015
- Springfield up 3.7% for January-November 2016 compared to the same period in 2015
- All airports up 7.3% for January-September 2016 compared to the same period in 2015

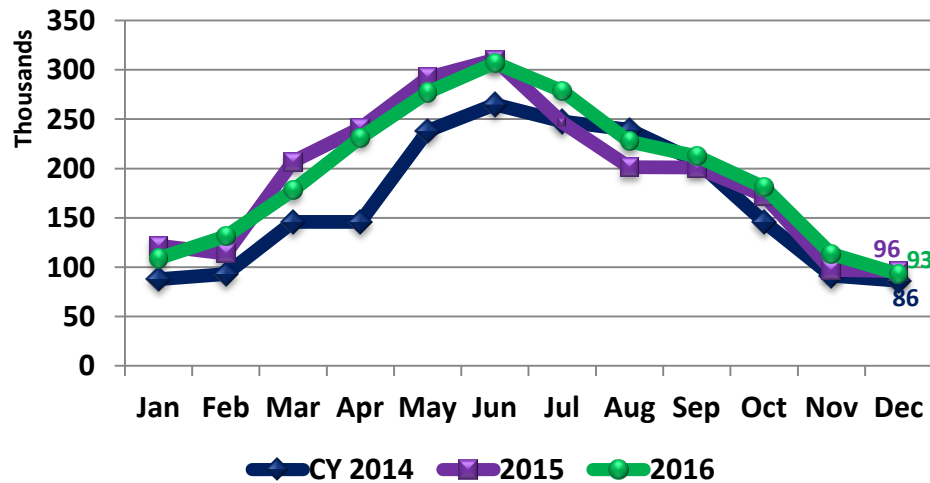
Brand USA Partners on VisitTheUSA.com: Website Activity 2016 Calendar Year to Date through December

- Missouri's homepage on VisitTheUSA.com had 434 page views during December
- Top five countries viewing Missouri's page during 2016 were Brazil, Japan, India, France, and Mexico
- Trip Ideas links received 963 clicks during January-December 2016
- Missouri's City Partners had 20,167 page views during January-December 2016

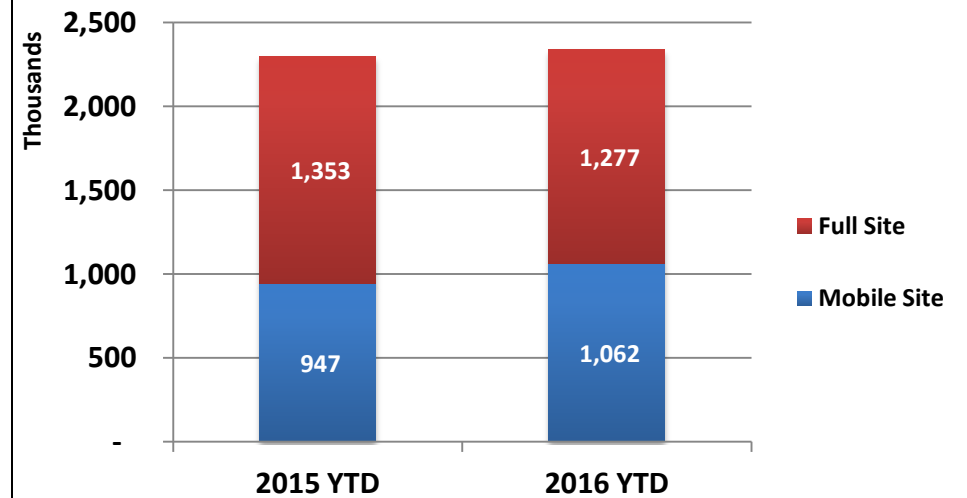
Sales Revenue from 17 Tourism SICs



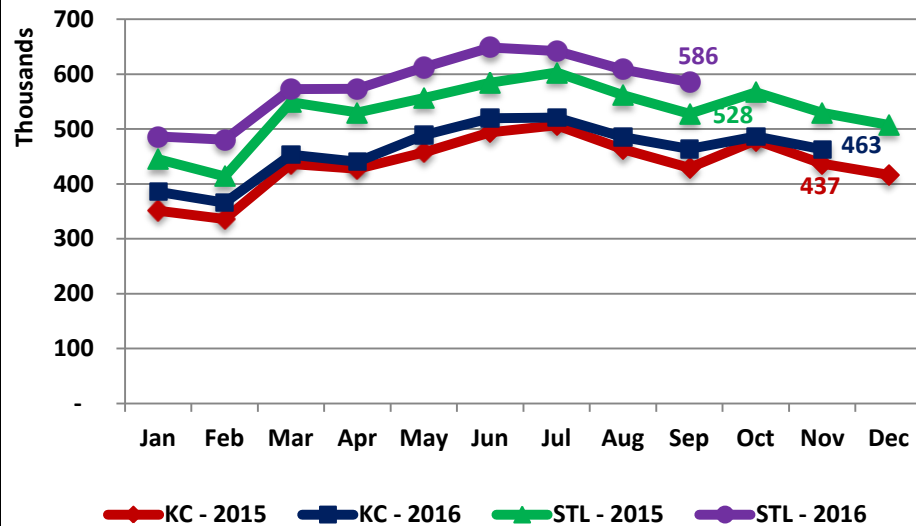
Visits to VisitMO (Full & Mobile Sites) by Month



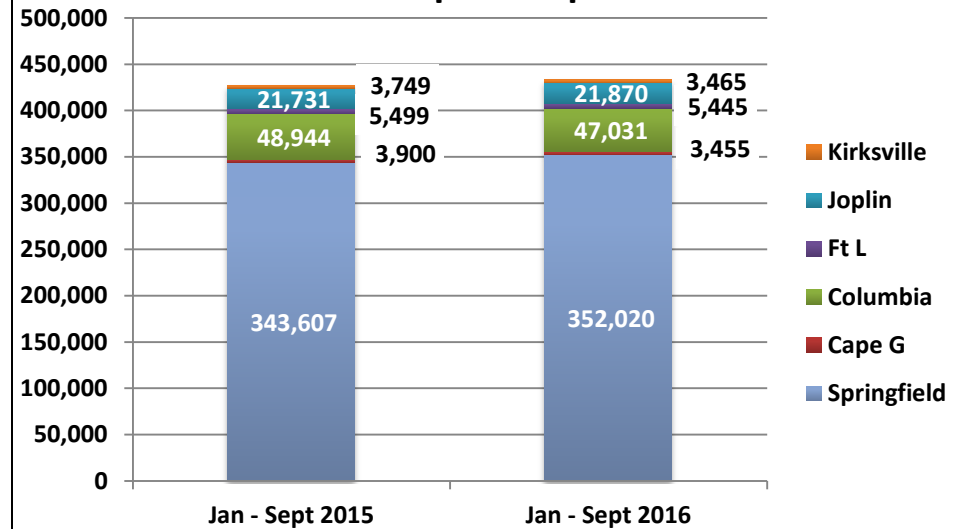
YTD Visits to VisitMO by Site



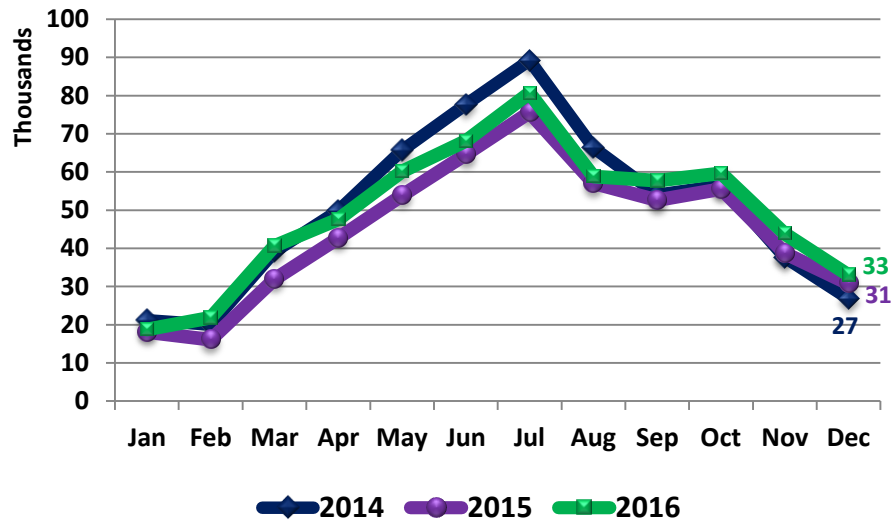
KC & STL Airport Deplanements



All Other Airport Deplanements



Welcome Center Visitors



Responses to MDT Advertising

